

Craft marketing reports in minutes with GPT4

A reporting framework for data-driven marketers running multi-channel campaigns.

improvado

In an never-ending loop of launching and running campaigns, this always happens:

Boss 5:47 PM

I need a campaign report asap —
'the meeting' was rescheduled

You 5:55 PM

Ok, I'm on it, boss

At this point, you realize that the report might take you anywhere between 45 minutes and a few hours to accomplish.

ChatGPT comes to the rescue and helps build your marketing report in minutes

Some benefits of GPT-based reports

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Great report structure and narrative.

Inherent understanding of geo and other properties behind campaign names.

Efficiency and friendly UX.

And, a pinch of salt...

Mediocre calculus — make sure to scan resulting figures for relevancy.

Varied output quality — it may take a couple re-generations.

No visuals — if you need graphs and charts, you'll have to ask GPT for inputs.

Keep in mind: marketing reporting with ChatGPT is a quick fix

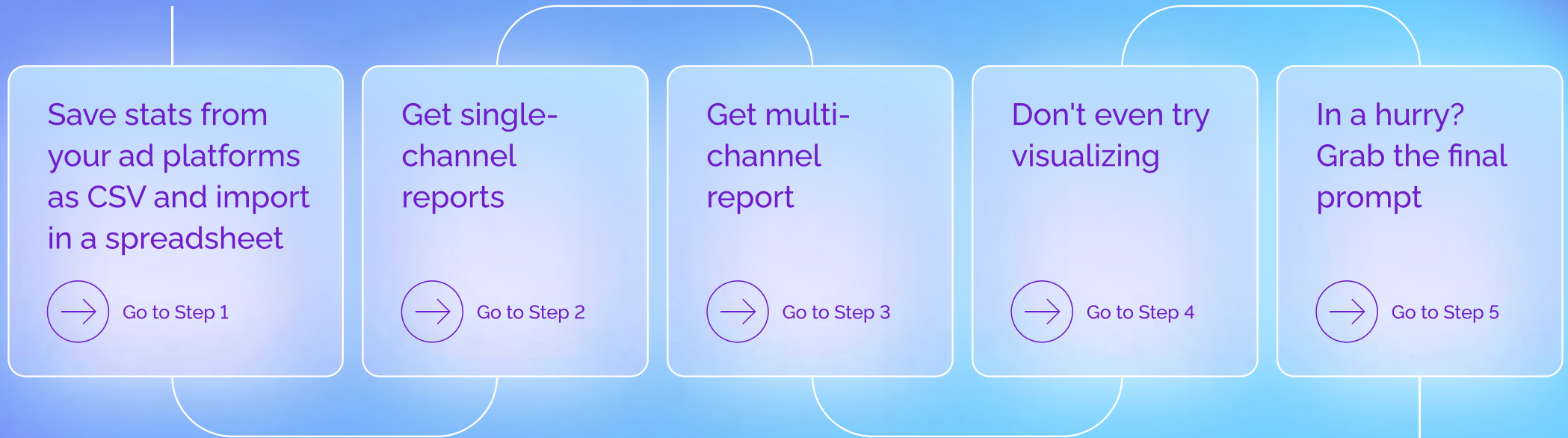
3

To craft reports even faster and with zero manual effort, use **improvado**

Automate your marketing reporting and data pipeline without putting AI insights away.

Here's how you do it

Use this slide for navigation or read on to learn every detail.



Done in 20 minutes!

Yeah, spreadsheets are still there — for data extraction

Before feeding ChatGPT with your figures and context, prepare a spreadsheet with the data extracted from the ad platforms you want to report on (e.g. Google Ads and Facebook Ads).

- ! Improvado automatically brings together data from over 500+ marketing and sales data sources to enable in-depth analysis of all marketing campaigns.

This approach will perfectly work for smaller use cases. However, if you are running global campaigns or work with a host of various agencies, manual data extraction can become a struggle.

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— Start with individual reports for ad platforms

Act as a marketing professional working on a marketing performance report over a defined period. You conducted marketing activities with Facebook Ads and Google Ads.

Below are performance stats for the two platforms for the same period.

CHATGPT

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Please:

1. form separate reports for each ad platform;
2. uncover hidden insights from the performance stats for both platforms;
3. form an aggregate report. Please, find the performance stats below:

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 Google Ads Table

	Campaign	Impr.	Clicks	CTR	Avg. CPC	Cost	Search impr. share	Conv. rate	Conv.	Cost / conv.
	g-sportswear-sale-usa	4,853,210	104,378	2.15%	\$2.01	\$209,413	54.30%	10.10%	10,547	\$19.86
	g-running-shoes-usa	3,987,465	79,532	1.99%	\$2.22	\$176,943	52.70%	5.70%	4,532	\$39.04
	g-gym-equipment-usa	3,508,291	67,697	1.93%	\$4.11	\$278,412	50.10%	9.96%	6,743	\$41.29
	g-winter-gear-usa	5,982,314	129,512	2.16%	\$1.54	\$199,532	56.80%	7.39%	9,571	\$20.85
	g-sports-accessories-usa	2,983,456	54,365	1.82%	\$1.90	\$103,132	47.90%	8.15%	4,433	\$23.26
	g-brand-awareness-usa	1,009,876	232,469	23.02%	\$0.66	\$153,965	90.30%	12.27%	28,514	\$5.40
	g-competitors-usa	3,023,109	55,477	1.84%	\$3.58	\$198,543	49.20%	4.05%	2,245	\$88.44
	g-outdoor-clothing-usa	6,014,329	130,358	2.17%	\$1.93	\$251,097	60.70%	8.85%	11,543	\$21.75
	g-sportswear-sale-uk	1,455,963	25,051	1.72%	\$1.67	\$41,883	56.70%	8.23%	2,062	\$20.31
	g-running-shoes-uk	1,196,240	20,678	1.73%	\$1.71	\$35,389	49.20%	7.10%	1,468	\$24.10
	g-gym-equipment-uk	1,052,487	34,525	3.28%	\$1.61	\$55,682	49.30%	12.00%	4,143	\$13.44
	g-winter-gear-uk	1,794,694	24,607	1.37%	\$1.62	\$39,906	58.20%	5.00%	1,230	\$32.43
	g-sports-accessories-uk	895,037	17,940	2.00%	\$1.15	\$20,626	44.20%	3.00%	538	\$38.32
	g-brand-awareness-uk	302,963	39,520	13.04%	\$0.78	\$30,793	91.00%	15.30%	6,047	\$5.09
	g-competitors-uk	906,933	12,205	1.35%	\$3.25	\$39,709	48.10%	2.00%	244	\$162.67
	g-outdoor-clothing-uk	1,804,299	19,554	1.08%	\$2.57	\$50,219	59.00%	10.30%	2,014	\$24.93

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Facebook Ads Table

	Campaign	Total Spent (\$)	Impr.	Clicks	Click Through Rate	Average CPM	Average CPC	Conv.	Cost / conv.
	g-sportswear-sale-usa	39,532	1,853,210	23,145	1.25%	\$21.33	\$1.71	1,245	\$31.75
	g-running-shoes-usa	56,914	1,987,465	10,432	0.52%	\$28.64	\$5.46	1,942	\$29.31
	g-gym-equipment-usa	14,860	508,291	5,132	1.01%	\$29.24	\$2.90	1,164	\$12.77
	g-winter-gear-usa	115,684	982,314	1,456	0.15%	\$117.77	\$79.45	1,056	\$109.55
	g-sports-accessories-usa	83,154	983,456	2,367	0.24%	\$84.55	\$35.13	2,087	\$39.84
	g-brand-awareness-usa	105,678	909,876	3,341	0.37%	\$116.15	\$31.63	5,683	\$18.60
	g-competitors-usa	67,823	1,023,109	3,095	0.30%	\$66.29	\$21.91	3,194	\$21.23
	g-outdoor-clothing-usa	98,567	1,014,329	1,329	0.13%	\$97.17	\$74.17	4,109	\$23.99
	g-sportswear-sale-uk	26,486	2,069,383	16,202	0.78%	\$12.80	\$1.02	872	\$30.37
	g-running-shoes-uk	22,196	1,291,825	7,302	0.57%	\$17.18	\$3.27	1,359	\$16.33
	g-gym-equipment-uk	5,944	338,861	3,592	1.06%	\$17.54	\$1.74	815	\$7.29
	g-winter-gear-uk	62,469	884,078	1,019	0.12%	\$70.66	\$47.67	739	\$84.53
	g-sports-accessories-uk	49,892	983,448	1,657	0.17%	\$50.73	\$21.08	1,461	\$34.15
	g-brand-awareness-uk	54,953	788,566	2,339	0.30%	\$69.69	\$18.98	3,979	\$13.81
	g-competitors-uk	46,120	859,533	2,167	0.25%	\$39.77	\$13.15	2,236	\$20.63
	g-outdoor-clothing-uk	53,226	912,893	930	0.10%	\$58.30	\$44.50	2,875	\$18.51

Google Ads Performance Report

Performance overview:

Google Ads campaigns reached a total of 37,818,737 impressions and resulted in 834,552 clicks. The overall average CTR was 2.21%, with a total cost of \$1,558,909 and an average CPC of \$1.87. In total, there were 81,588 conversions, with an average cost per conversion of \$19.11.

Campaign Performance:

- **g-sportswear-sale-usa:** This campaign had the third-highest conversions at 10,547, with a good conversion rate of 10.10%. It has a moderate cost per conversion (\$19.86) but an improvement in search impression share can help in getting better results.

- **g-brand-awareness-usa:** This campaign had the highest conversion rate of 12.27% and also resulted in the highest number of conversions (28,514). It had the lowest cost per conversion (\$5.40), showing a very effective use of budget for generating conversions.
- **g-competitors-usa:** This campaign had the lowest conversion rate (4.05%) and the highest cost per conversion (\$88.44). This indicates less effectiveness in turning clicks into conversions.
- **g-outdoor-clothing-uk:** Despite a lower click-through rate (1.08%), the campaign has achieved a decent conversion rate of 10.30% with a reasonable cost per conversion (\$24.93).
- **g-brand-awareness-uk:** This campaign stands out with an impressive conversion rate of 15.30%, the highest among all the campaigns, and a low cost per conversion (\$5.09).

Facebook Ads Performance Report

Performance overview:

Facebook Ads campaigns reached a total of 17,923,747 impressions and resulted in 71,980 clicks. The overall average CTR was 0.40%, with a total spend of \$917,807 and an average CPC of \$12.75. In total, there were 35,049 conversions, with an average cost per conversion of \$26.18.

Campaign Performance:

- **fb-sportswear-sale-usa:** The campaign has a moderate cost per conversion (\$31.75) and the CTR is 1.25%, which is higher than the Facebook Ads average.
- **fb-brand-awareness-usa:** Despite a lower CTR (0.37%), this campaign led to the highest number of

conversions (5,683) with a cost per conversion of \$18.60, making it one of the more cost-effective campaigns.

- **fb-gym-equipment-uk:** The campaign shows strong performance with the lowest cost per conversion (\$7.29) among all campaigns, and a relatively high CTR of 1.06%.
- **fb-brand-awareness-uk:** This campaign had an impressive number of conversions (3,979) and a reasonable cost per conversion (\$13.81), showcasing effective targeting and use of budget.



Combined Google Ads & Facebook Ads Performance Report

Overall, Google Ads and Facebook Ads campaigns reached a total of 55,742,484 impressions, resulting in 906,532 clicks with a total spend of \$2,476,716. In total, there were 116,637 conversions.

The Google Ads campaigns generally performed better in terms of cost-effectiveness, with a lower average CPC and a higher conversion rate. However, the Facebook Ads campaigns were also successful, especially the "fb-gym-equipment-uk" and "fb-brand-awareness-uk" campaigns which showed a very low cost per conversion.

The "g-brand-awareness-usa" and "g-brand-awareness-uk" campaigns were very successful on Google Ads, having high conversion rates and low costs per conversion. On Facebook Ads, the "fb-brand-awareness-usa" and "fb-gym-equipment-uk" campaigns were the standout performers in terms of cost-effectiveness and conversion rates.

On the other hand, the "g-competitors-usa" campaign on Google Ads and the "fb-winter-gear-usa" campaign on Facebook Ads performed poorly in terms of cost per conversion. These campaigns should be reviewed for potential improvements.

Dissatisfied with the output?

Regenerate

Click on Regenerate response until ChatGPT provides a satisfying reply.



Analyze thousands of running campaigns with **Improvado**. Automatically extract data from 500+ sources and make it analysis-ready in a few clicks.

- ! In case you are running hundreds of campaigns, you will likely exceed the maximum length of a single ChatGPT prompt. Consider breaking down your campaigns into categories and running separate analysis threads.

CHATGPT

— Normalize data to craft a complete marketing report

Given the data above, please make a table that joins and normalizes data from the two sources and contains Ad Spend, Conversions, and Cost per Conversion metrics. Based on that table, please:

1. form an Overall performance report;
2. carry out a comparative analysis across regions;
3. suggest how to allocate the budget between these two platforms further.

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Before we start, it's essential to keep in mind that due to a difference in metrics provided by Google and Facebook, there may be discrepancies. For instance, the metric "Total Spent" in Facebook Ads is equivalent to "Cost" in Google Ads, and "Clicks" in Facebook corresponds to "Clicks" in Google.

Given the data above, here is the joined and normalized table that includes Ad Spend, Conversions, and Cost per Conversion metrics for the Google Ads and Facebook Ads campaigns:

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With **Improvado**, you will never even have to think of it as our centralized platform runs such tasks at the push of a button.

! If you have several data sources, you'd better normalize data automatically.

Campaign	Platform	Region	Ad Spend (\$)	Conversions	Cost per Conversion (\$)
Sportswear Sale	Google Ads		209,413	10,547	19.86
Sportswear Sale	Facebook Ads		39,532	1,245	31.75
Sportswear Sale	Google Ads		41,883	2,062	20.31
Sportswear Sale	Facebook Ads		26,486	872	30.37
Running Shoes	Google Ads		176,943	4,532	39.04
Running Shoes	Facebook Ads		56,914	1,942	29.31
Running Shoes	Google Ads		35,389	1,468	24.10
Running Shoes	Facebook Ads		22,196	1,359	16.33
<...>	<...>	<...>	<...>	<...>	<...>

...

Overall performance report

Across all campaigns, Google Ads accumulated a total spend of \$1,598,226 with a total of 92,537 conversions, while Facebook Ads accumulated a total spend of \$868,926 with a total of 37,141 conversions.

The total Click-Through Rate (CTR) for Google Ads across all campaigns is 8.79%, while for Facebook Ads it is 0.76%.

Comparative analysis across regions

Looking at the regional data, the total spend on Google Ads in the USA was \$1,471,037 with 78,128 conversions. In the UK, it was \$273,507 with 14,409 conversions.

On Facebook Ads, the total spend in the USA was \$681,922 with 20,485 conversions, while in the UK, it was \$187,004 with 16,656 conversions.

On both platforms, the spend and conversions were higher in the USA compared to the UK. However, the Cost per Conversion (CPC) is generally higher in the USA, especially for Facebook Ads.

Suggestions for budget allocation

Considering the overall performance and regional comparisons, here are some suggestions for budget allocation:

- **Increase the budget for Google Ads:** Google Ads showed a higher conversion rate and a lower cost per conversion, making it a more cost-effective platform overall.
- **Focus on UK campaigns on Facebook Ads:** Facebook Ads showed a higher conversion rate for UK campaigns. So, increasing the budget for UK-targeted campaigns on Facebook Ads may be beneficial.

- **Optimize the poorly performing campaigns:** Both platforms have some campaigns that are performing poorly (like 'G-competitors-usa' on Google Ads and 'Fb-winter-gear-usa' on Facebook Ads). Rather than allocating more budget to these campaigns, they should be reviewed and optimized for better performance.
- **Analyze the high-performing campaigns:** Look into the details of the high-performing campaigns (like 'G-brand-awareness-usa' and 'G-brand-awareness-uk' on Google Ads and 'Fb-gym-equipment-uk' on Facebook Ads).

Understanding what made these campaigns successful can help in optimizing the other campaigns and making better budget allocation decisions in the future.

Remember, these suggestions are based on past performance. Any changes to the budget should be tested and results should be monitored regularly for further optimization.



Get a clear view with **Revenue Attribution: conduct ROI analysis**, take well-informed decisions, and adjust your business strategies based on results and hard numbers, not gut feeling.



Looking for some guidance on how to better allocate your budget?

— Add the finishing touch to your marketing report

Please build a bar chart with the total spend per platform.

I'm sorry for the confusion, but as an AI language model, I currently do not have the ability to generate visual graphs or charts. However, I can guide you through the steps to create one using a popular data visualization tool, like Excel, Google Sheets or other similar software.

Here's a simple way to do it:

1. Create a new spreadsheet and input the data in the following format:

Campaign	Platform
Google Ads	1,598,226
Facebook Ads	868,926

2. Select the data you've input.
3. If you're using Google Sheets, click on the "Insert chart" icon in the toolbar. For Excel, you can find this under the "Insert" tab.
4. Choose "Bar chart" from the chart options.

This will create a bar chart with the total spend for each platform. The x-axis will represent the total spend, and the y-axis will have the two platforms. Remember to give your chart a title, and to label your axes for clarity.

All-in-one prompt to get it done in a blink

As with any language model, it gets better with iteration, improving the structure and detail of its result. So, remain patient; it will save you a workday or two.

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- ! KEEP IN MIND: The depth of the ChatGPT output may significantly vary. Click on Regenerate response if not satisfied with a previous output or add more specific variables you want ChatGPT to include in its output.

CHATGPT

Act as a marketing decision-maker working on a report on marketing performance for a defined period. Your team conducted marketing activities with **{put ad platform names here}**.

Below are the performance stats for the listed platforms for the same period. Based on the stats provided, please:

1. form a separate bulleted report for each platform highlighting the insights from the performance stats;

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2. form an aggregate bulleted marketing performance report combining all the stats from all platforms;
3. carry out a comparative analysis across regions based on the stats;
4. prepare a bulleted performance report with the most notable highlights to spot what performed well and otherwise;
5. suggest how to allocate the budget further. Please, find the performance stats below: 



Rather than asking ChatGPT to mimic a marketer,
be the marketing expert yourself!

Get analysis-ready data in a blink, unveil new business
insights, and make well-informed decisions. Automate
your marketing data analytics with Improvado to get
matchless visibility into your performance.

AUTOMATE ANALYTICS

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